

The Fifth Estate

CTSC-1

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 23

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50th Year 1990
**ABC climbs with
'Twin Peaks'**
At Large: ABC's
Robert Iger

35/ ABC reaches new peaks

ABC's *Twin Peaks* is latest of its season-ending hot properties. Along with *America's Funniest Home Videos*, it is helping boost ABC's reputation as network of future

36/ At Large with Robert Iger

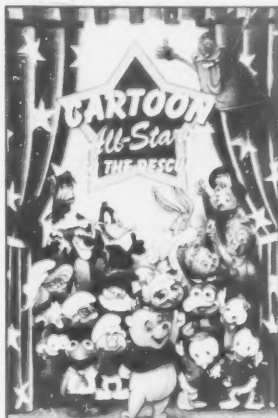
ABC Entertainment's president describes his patiently aggressive strategy for improving network's standing.

38/ Cable-broadcasting front

Group of high-level executives of major media companies with ownership in both broadcasting and cable are trying to reconcile differences separating two industries.

40/ TOONS TO THE RESCUE

Industry-wide animated anti-



drug abuse show *Cartoon All-Stars to the Rescue*, is seen as powerful weapon in war on drugs.

41/ ARBITRON RADIO RATINGS

According to latest Arbitron numbers, AMs hold top slot in five of top 10 markets, but

there is less of ratings difference among some leading stations.

42/ JAPANESE BACKING

Tokyo-based Marubeni Corp. agrees to financially back joint program production and distribution venture with Hollywood-based Ventura Entertainment Group.

43/ PPV ACTIVITY

Pay per view executives remain optimistic that PPV still holds revenue promise for cable operators.

44/ PPV DBS SERVICE

Touchtone Video Network prepares for late summer launch of 17-channel satellite PPV service.

45/ LESS LONG-FORM FOR MAY SWEEPS

Networks and Fox move away from long mini-series for



ABC movie: 'The Story of the Beach Boys: Summer Dreams'

upcoming sweeps, relying instead on specials, movies and high profile episodes of their regular series.

46/ NBC TAKES THE FIFTH

NBC wins its fifth straight ratings race, followed by ABC and CBS in third place.

52/ TAKE 2: NAB EQUIPMENT REVIEW

Part II of BROADCASTING'S coverage of National Association of Broadcasters exhibition in Atlanta focuses on advancements in tape, cameras, graphics and SNG equipment.

58/ HUGHES TAKES TUXEDO OFF

Tuxedo Network loses its first legal battle to resume transmission of its adult PPV cable service one week after Hughes Communications drops service, citing Alabama obscenity law.

61/ MMT SALES SALE

Meredith Corp. reaches agreement to sell its rep firm MMT Sales Inc. to management of MMT Sales.

63/ STATIONS MOVING TOWARD SINGLE SERVICE

New Petry study shows trend toward stations choosing either Arbitron or Nielsen.

66/ FCC LOOKS INTO FAA STANDARDS

Mass Media Bureau official

says bureau is doing all it can to find solution to Federal Aviation Administration interference standards that are hindering construction of new FM's.

66/ BROADCASTERS BALK AT FCC PLAN

Broadcasters oppose FCC's proposal to reimpose nonduplication rules.

87/ NETWORK NEWS BEAT

Paul Friedman, executive producer of *ABC World News Tonight with Peter Jennings*, is leading ratings race in profession he fell in love with some 20 years ago.

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BY THE NUMBERS 1

NBC and ABC tied for first place in the final week of the 1989-90 season, April 9-15, marking the first time since the week of Jan. 5, 1987, that NBC was not sole victor in a weekly ratings battle against regular series programming. Both networks received household ratings of 11.9, while CBS posted an 11.0. ABC last beat NBC for the week ending March 24, 1985. For this season, however, NBC won top honors outright (see page 46).

The regular series premiere of ABC's *Twin*



Peaks, on Thursday, April 12, scored an impressive 16.2 rating/27 share, opposite NBC's *Cheers* and *Grand Peaks* ranked 13th for the week, and brought ABC its best performance in the 9-10 p.m. period in four years. ABC's *Roseanne* was the number-one show for the week, with a 22.1/35.

ABC won Tuesday and Friday, and had three of the top 10 programs: *Roseanne* (1), *America's Home Videos* (3) and *Coach* (5). NBC won Wednesday, Thursday and Saturday, and had seven.

"By the Numbers" continues on page 26.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	22.1/35	A	<i>Roseanne</i>
2		19.7/33	N	<i>Cheers</i>
3	▼	18.8/34	A	<i>Amer. Funniest Videos</i>
4		18.6/34	N	<i>Cosby</i>
5	▲	17.8/28	A	<i>Coach</i>
6	▲	17.7/31	N	<i>A Different World</i>
7		17.6/30	N	<i>Cheers Special</i>
8	▲	17.3/52	N	<i>Golden Girls</i>
9		17.2/31	N	<i>Empty Nest</i>
10	▼	17.1/30	N	<i>Unsolved Mysteries</i>
11	▲	16.7/27	A	<i>Wonder Years</i>
12	▲	16.6/28	A	<i>Who's the Boss?</i>
13	■	16.2/27	A	<i>Twin Peaks</i>
14	■	16.1/30	N	<i>Carol & Company</i>
15	▲	16.0/26	C	<i>Rescue: 911</i>
16		15.9/25	C	<i>Designing Women</i>
16	▲	15.9/26	F	<i>Simpsons</i>
18	▲	15.7/25	F	<i>Married...With Children</i>
19	▼	15.4/25	N	<i>Grand</i>
19	▼	15.4/34	C	<i>60 Minutes</i>
21		14.9/24	C	<i>Murphy Brown</i>
22		14.8/27	N	<i>Down Home Preview</i>
23	▲	14.4/28	A	<i>Full House</i>
23		14.4/24	C	<i>Miss Universe Pageant</i>
25	▲	13.6/22	N	<i>Night Court</i>
26		13.2/22	A	<i>Sunday Movie: Daylights</i>
27		13.1/22	C	<i>Newhart</i>
28	▲	13.0/24	A	<i>20/20</i>
29		12.9/21	F	<i>Living Color Preview</i>

Rank/rating □ Network □ Show

30	▼	12.8/21	C	<i>Jake and the Fatman</i>
31	■	12.7/25	N	<i>Down Home</i>
31	▲	12.7/23	A	<i>Family Matters</i>
31	▲	12.7/23	A	<i>Perfect Strangers</i>
34		12.4/21	A	<i>Macgyver</i>
34	▲	12.4/21	C	<i>Major Dad</i>
36	▼	12.3/21	C	<i>Murder, She Wrote</i>
37	▼	11.9/20	N	<i>Monday Movie: Jesus, Pt.2</i>
38	▼	11.8/19	A	<i>Doogie Howser, M.D.</i>
38	▲	11.8/21	A	<i>Just the 10 of Us</i>
40	▲	11.7/21	C	<i>Dallas</i>
40	▲	11.7/20	A	<i>skirtysomething</i>
42	▼	11.6/21	A	<i>Growing Pains</i>
42	▼	11.6/20	A	<i>Head of the Class</i>
44		11.4/19	N	<i>Movie: Jesus, Pt.3</i>
45		11.3/19	N	<i>Bob Hope: Acapulco</i>
46	▼	10.8/19	C	<i>Bagdad Cafe</i>
47	▲	10.7/19	A	<i>Primetime Live</i>
48	▲	10.5/17	C	<i>Tuesday Movie: Nights</i>
49	▲	10.3/17	C	<i>City</i>
50	▼	10.1/17	A	<i>Monday Movie: Capital News</i>
51	▲	10.0/18	A	<i>Father Dowling</i>
51		10.0/19	C	<i>His & Hers</i>
51	▲	10.0/18	C	<i>Sugar & Spice</i>
51	■	10.0/19	N	<i>13 East</i>
55		9.9/18	N	<i>Movie: Shannon's Deal</i>

Week 29 □ Apr. 9-Apr. 15

Rank/rating □ Network □ Show

25	▼	9.9/18	N	<i>Quantum Leap</i>
57	▲	9.8/10	A	<i>Mystery Movie: B.E. Stryker</i>
57	▼	9.8/18	A	<i>Equal Justice</i>
57		9.8/10	N	<i>Heat of the Night Special</i>
60	▼	9.7/16	A	<i>Marshall Chronicles</i>
61	▼	9.6/16	N	<i>PM</i>
61	▲	9.6/17	C	<i>48 Hours</i>
61	▲	9.6/17	C	<i>Wiseguy</i>
64	▼	9.1/18	N	<i>A Family for Joe</i>
65		9.0/16	C	<i>Paradise</i>
65		9.0/17	C	<i>Ringling Bros. Circus</i>
67	▲	8.8/15	C	<i>Max Monroe: Cannon</i>
68		8.1/15	N	<i>Disney: Mary Poppins</i>
69	▲	7.5/14	F	<i>Totally Hidden Video</i>
70	▲	7.4/14	C	<i>Tour of Duty</i>
71	▼	6.9/12	F	<i>America's Most Wanted</i>
71		6.9/12	N	<i>Brand New Life</i>
73		6.8/12	F	<i>Movie: Earth Girls</i>
74		6.7/13	F	<i>Cops</i>
75	▲	6.6/11	C	<i>Normal Life</i>
76	▼	6.4/12	C	<i>Sydney</i>
77	▼	6.3/14	A	<i>A Life Goes On</i>
78		5.8/10	F	<i>Booker</i>
79	▼	5.7/11	C	<i>Sat. with Connie Chung</i>
80	▼	5.1/8	F	<i>Alien Nation</i>
81		4.9/8	F	<i>21 Jump Street</i>
82		4.8/9	F	<i>H.E.L.P.</i>
83	▼	4.3/9	F	<i>Outsiders</i>
84	▼	3.4/6	F	<i>Tracey Ullman</i>

Guide to symbols

▼ —Down in rank from last week



▲ —Up in rank from last week



■ —Premiere broadcast

Source: Nielsen Media Research

○ —No ranking change

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.7	232	98
2	Jeopardy! (King World)	11.7	218	97
3	Star Trek: Next Generation (Paramount)	10.2	227	97
4	Oprah Winfrey (King World)	9.0	217	99
5	Entertainment Tonight (Paramount)	8.4	179	96
6	Wheel of Fortune, wknd. (King World)	8.3	205	92
7	Cosby Show (Viacom)	8.0	204	98
8	Current Affair (20th Century Fox TV)	7.9	194	96
9	Donahue (Multimedia)	6.1	227	99
10	Star Search (TPE)	5.6	171	97

* Nielsen weekly pocketpiece

Week ended Apr. 9

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Geraldo (Tribune)	5.4	191	99
12	Hard Copy (King World)	5.2	159	91
13	Lifestyles of Rich & Famous (TPE)	5.1	158	92
14	Chip 'N Dale (Buena Vista)	5.0	176	96
14	Mamas Family, syn. (Lormar)	5.0	182	92
14	Peoples Court (Warner Bros. Domestic TV)	5.0	182	92
The following shows were rated, but not ranked				
	Wrestling Network	7.0	175	92
	World Wrestling Federation (WWF)	8.6	254	97

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	1,981	250	5,231
Commercial FM	4,282	890	5,141
Educational FM	1,425	275	1,703
* Total Radio	10,688	1,367	12,075
Commercial VHF TV	549	19	568
Commercial UHF TV	950	188	738
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
* Total TV	1,448	233	1,681
VHF LPTV	390	205	595
UHF LPTV	457	1,909	1,953
* Total LPTV	757	1,713	2,470
FM translators	1,851	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	383	2,604

CABLE†	
Total subscribers	53,239,000
Homes passed	73,900,000
Total systems	9,500
Household penetration	57.8%
Pay cable penetration	29.7%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. § Instructional TV fixed service. ¶ Studio-transmit-ter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 14.

en of the top 10 shows: *Cheers* during its regular 9 p.m. Thursday time period (2). *The Bill Cosby Show* (4). *A Different World* (6). A *Cheers* special that aired at 10 p.m. on Thursday (7). *The Golden Girls* (8). *Empty Nest* (9) and *Unsolved Mysteries* (10). CBS won Monday and Sunday nights, but placed no programs in the top 10.

MarketScope

While the large capitalization stock indices were roughly flat for the week, media stocks continued to drop overall. The industry's problems were evidenced by mutual fund rankings for the first quarter showing one media-oriented fund ranking among the 15 worst performers. Some results last week may have been related to earnings releases, particularly for publishing group owner stocks experiencing problems with newspaper advertising. Scripps-Howard was off 7% to 58 1/2% and New York Times fell 9% to 21%. Other group owners, such as Times Mirror, were off as well, and Great American Communications (GACC) approached a new 52-week low at 6%. GACC-affiliated company, Spelling Entertainment, was also off, 18% to 7%. News that three top King World Productions executives sold the majority of their shares may have been responsible for some of that stock's decline of 9% to 39%. Reports said that the company's chief operating officer, Stephen Palley, sold 59% of his holdings for \$800,000. Sidney Cohen, president of domestic TV sales, sold all his holdings for \$1.6 million, and that Leonard Spika sold 97% of his holdings for \$362,000. MSO stocks were mostly flat or down, but TCA Cable TV improved to 14 1/2%, up 22% from two weeks ago. Adelphia fell 8%, to 12 1/2%.

Stock Index Notes: 1-Futuris; A-American; NYSE; O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P.E. ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.



STOCK INDEX 1

																															
Market										Market																					
Closing	Closing					Capitol				Closing	Closing					Closing															
Wed	Wed	Net	Percent	P/E	Ratio					Wed	Wed	Net	Percent	P/E	Ratio	Ratio															
Apr 23	Apr 23	Change	Change	Ratio(200,000)							Apr 23	Apr 23	Change	Change	Ratio(200,000)	Ratio															
BROADCASTING																BROADCASTING WITH OTHER MAJOR INTERESTS															

June 1-3—Chesapeake AP Broadcasters Association annual convention. Dunes Manor hotel. Ocean City, Md. Information: (301) 539-1772.

June 3-6—NBC-TV annual affiliates meeting. JW Marriott. Washington.

June 3-6—Cable Television Association of Maryland, Delaware and the District of Columbia annual spring meeting. Ocean City, Md. Information: (301) 266-9111.

June 3-6—Canadian Cable Television Association 33rd annual convention and Cablexpo. Theme: "Bringing It All Home." Edmonton Convention Center. Edmonton, Alberta, Canada. Information: (613) 232-2631.

June 3-9—11th Banff Television Festival, international competition, conference of producers, broadcasters, directors and writers, and production marketplace. Theme: "In Search of Audiences—Television in the 1990's." Banff, Alberta, Canada. Information: (403) 762-3060.

June 3-15—Annenberg Washington Program sixth annual faculty workshop in communications policy. Annenberg offices. Willard Office Building. Washington. Information: (202) 393-7100.

June 4—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to educate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans, sponsored by *Playboy Foundation*. Information: (312) 751-8000.

June 5—Radio Advertising Bureau Association of National Advertisers radio advertising workshop: "Tuning In to Marketing Power." The Radio Opportunity. Plaza hotel. New York. Information: Tom McEnerly. (212) 697-5950.

June 5—Cabletelevision Advertising Bureau media research workshop. Hyatt Los Angeles Airport hotel. Los Angeles. Information: (212) 751-7770.

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2 exhibition center in London. Information: (0923) 772907.

June 7—Cabletelevision Advertising Bureau media research workshop. Dallas Marriott Park Central hotel. Dallas. Information: (212) 751-7770.

June 7-9—National Association of Telecommunications Officers and Advisors regional telecommunications conference. Driskill hotel. Austin, Tex. Information: (202) 626-3170.

June 7-10—National Association of Radio Talk Show Hosts second annual conference. Contemporary hotel. Disney World Resort. Orlando, Fla. Information: (617) 247-3627.

June 8—Center for Communication annual award luncheon, honoring Thomas Murphy, chairman. Cap Cities ABC Plaza hotel. New York. Information: (212) 836-3050.

June 8-9—NBC-TV affiliate promotion directors conference. Bally's. Las Vegas.

June 8-9—Seventh annual BROADCASTING-Taishoff seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Speakers: Ed Fouty, formerly with CBS News; Deborah Norville, co-host NBC's *Today*; David Geber, producer, CBS's *60 Minutes*; Kim Montour, Fox TV; Paul Davis, WGN-TV Chicago; Bob Morse, WMAQ-TV Chicago; and Wayne Barnett, WTMJ-TV Milwaukee. NBC Tower. Chicago. Information: Deborah Cokly. (312) 922-7424.



Protector of the airwaves

EDITOR: The statements of the FCC commissioners on the 24-hour ban on indecency (BROADCASTING, April 2) are distressing indeed. Could they be the result of listening too much to the ACLU and too little to the heartbeat of the American people?

We look to the FCC as the protector of the airwaves. You are quite right, Ms. Marshall [FCC Commissioner Sherrie Marshall], the government has a far greater interest in protecting its children from indecent material than in allowing adults to wallow in it.

The American people are fed up with being served indecency for breakfast, lunch, dinner, coffee breaks and afternoon tea. What we do not need is even greater indecency at night.

Safe harbor is a nice picture, but with teen pregnancies, venereal diseases, marital infidelity, rape and incest steadily increasing in our society, how can any discerning person fail to see a connection? What are we doing talking about a safe harbor for indecency when our women and children are not safe on the streets or even in their own homes?

Could it be that the commissioners, themselves, have become desensitized to the impact of indecent material on our culture? Take [Commissioner James] Quello, for example, at one time the strongest voice

on the commission for the decency standard.

In speaking of words "which depict sexual and excretory organs" in his statement on the *Pacific* case in 1978, Commissioner Quello said, "I depart from the majority in its view that such words are less offensive when children are at a minimum in the audience. Garbage is garbage. And under no stretch of the imagination can I conceive of such words being broadcast in the context of serious literary, artistic, political or scientific value. Under contemporary community standards anywhere in this country, I believe such words are reprehensible no matter what the broadcast hour."

Please reconsider, Mr. Quello. Mr. Barrett, don't overlook your own conscience. Men of integrity are put in high places to exercise their personal views. Stand firm, Mr. Duggan, whatever the difficulties. Mr. Sikes, even a crack in the dike will widen in time.—*Barbara M. Hattemer, co-founder, National Decency Forum*

Mug shot

EDITOR: Is that an INTV mug Laurence Tisch has in his hand in the front of your March 26 issue? At least it's good to know that all great broadcasting minds drink alike.—*Steve Mosko, vice president/station manager, WPHL-TV Philadelphia*

The Fifth Estate Broadcasting incorporating TELEVISION.

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202/659-2340
Editorial department fax: 202/429-0601
Administrative department fax: 202/391-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor

Mark K. Miller, Harry A. Jessell,

senior managing editors

Leonard Zeidenberg, chief correspondence

Kira Greene, senior news editor

Matt Stump, Kim McAvoy, John S. Eggerton,

Susan Dillon, A. Adam Glenn, information

editors

Randall M. Sukow, technology, Peter D. Lambert,

Patrick J. Sheridan, staff writers

Janet Sullivan, Marsha L. Bell, editorial assistants

Todd F. Bowie, editorial production supervisor

Ed Kaitz, production

Broadcasting Cable Yearbook

David Seyler, manager

Joseph A. Esser, associate editor

Deborah Segal, associate editor

Francesca Tedesco, Michael Greco, Janza L. Woods,

staff writers

Advertising

Washington

202/659-2340

Kenneth W. Taishoff, vice president sales and marketing

Robert (Skip) Tash, Midwest and Southern regional sales

managers

Doris Kelly, sales, service manager

Debra DeZarn, assisted advertising manager

New York

212/549-2340

Joseph E. Ondrick, East Coast regional sales manager

Randi B. Teitelbaum, sales manager

Yedira Crawford, associate manager

Lewis Edge & Associates, client sales management and

strategy, 100 West 42nd St., New York, N.Y. 10018

phone: 212/411-6666

Dave Berlyn & Associates, 214 N. 11th St.,

Mattilyn Calloway, receptionist

Hollywood

313/463-2148

John R. Russel, West Coast regional sales manager

Sandra Klausner, editorial advertising assistant

Schiff & Associates, Western equipment

and engineering, 1000 Wilshire Blvd., Los Angeles, Calif. 90017

Circulation

Kwentin K. Keenan, circulation manager

Patricia Waldron, data entry manager

Aretha Hall, Maureen Sharp, Thomas Simms,

circulation assistants

Production

Harry Stevens, production manager

Julie Gunderson, production assistant

Administration

Philippe E. Boucher, assistant

Tracy Henry, assistant publisher

Albert Anderson, office manager

Nancy Miller, personnel administrator

Rhonda Moore, accounting assistant

David N. Whitcombe, publishing consultant

Corporate Relations

Patricia A. Vance, director

Catherine F. Friday, secretary to the publisher

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Foisie, chief correspondent

Stephen McClellan, chief correspondent (programming)

Reed E. Bunzel, radio editor

Rod Granger, Lucia Cobo, Joe Flint, staff writers

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, Mike Freeman, staff writers

Advertising Representatives

Pattis 3M: Chicago 708/679-1100 fax 708/679-5826

Los Angeles 213/462-2700 fax 213/463-0544

Hawaii 808/345-2700 fax 808/599-5802

London 071-421-9000 fax 071-427-5544

Japan 061-925-4452 fax 061-925-5005

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Winter book shows AM healthy

AM radio is still alive and kicking, according to advance Arbitron releases for the winter 1990 ratings period, Monday-Sunday, adults 12-plus. The AM band held the top slot in five of the top 10 markets and took a number two position in two more (not including two AM-FM combos).

Also of note in the latest book is further indication of "ratings compression," illustrated by minimal market share spread between the top five stations in several markets. In New York, for example, just over half a rating point separated the top five stations, with only 1.1 points separating the top nine. Just 1.2 points separated the top five stations in Philadelphia, and .7 separated the top three in Boston.

In New York, oldies-formatted WCBS-FM—ranked sixth last fall—jumped to number one, as former ace WPAT-FM slipped to eighth. All-news WINS(AM) and soft contemporary WLTI-FM carried over their fall '89 second place tie to the winter book, with both edging up slightly from 4.7 to 4.8.

Los Angeles's soft contemporary KOST-FM edged into first, pushing KPWR-FM into third. KIS-AM-FM regained some of the audience it lost in the fall '89 book and bested KPWR by slipping into second.

Stability was the key factor in Chicago, as the top four stations retained their market

position—although several of those stations experienced gains and declines. MOR/talk powerhouse WGN(AM), which enjoyed double digit shares in the fall '89 book, slipped more than 2 points but still managed to retain the top slot. WGCI-FM held fairly stable in the number two position.

In San Francisco, post earthquake/World Series/Super Bowl blues seem to have had a numbing effect on news/talk, as the format lost several share points from fall '89 to winter '90. Perennial market leader KGO(AM), still number one, dipped almost a full point between the two books. At the same time, CHR-formatted KMEL-FM has gained a half point, edging into second with a 5.5, and soft contemporary combo KOIT-AM-FM continued its climb to third.

Philadelphia's KYW(AM) climbed up one notch into first place, displacing former market-leading AOR WMMR-FM, which dropped half a point to second.

In Detroit, WJR(AM) remained number one but slipped to 7.3, while WJLB-FM dipped to 7.3 but remained in second. WHYI-FM climbed into third with a 5.9, and all-news WWJ(AM) virtually held steady with a 5.8, but slipped to fourth.

The big news in Dallas was KVIL-AM-FM's three-point tumble, dropping from 10.2 last fall to 7.2 in the winter book. The

station was displaced in the top position by country-formatted KSCS(FM), which gained more than a full point to 8.8.

Boston talk station WRKO(AM) recovered from a slight fall '89 decline to climb back into the top slot, with a 7.8 share. Adult contemporary WBZ(AM) also regained strength, climbing to 7.3 from 5.9 from fall '89. The CHR format took the next two positions, with WZOU(FM) jumping to 7.1, while WXKS-FM slipped slightly to 5.9.

In Washington, WPGC-FM (licensed to Morningside, Md.) regained the top position with a 7.4 share, pushing easy listening WGAY(FM) to third with a 6.2. WKYS(FM) also gained considerably, edging into second with a 7.0.

Rounding out the top 10 markets, Houston's country-formatted KILT-FM increased its share to 8.6, pushing former leader KMJQ(FM) into a two-way tie with the other leading country station, KIKK-FM, at 7.7.

All results are based on the Arbitron winter 1990 radio local market report for Jan. 4-March 28 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service.

—REB, LC

Station Format Winter '89 '90

1. New York

WCBS-FM	Oldies	4.7	5.1
WINS(AM)	All news	4.3	4.8
WLTI-FM	Soft contemp	4.3	4.8
WHTZ(FM)	CHR	5.3	4.7
WRKS(FM)	Urban contemp	4.2	4.5
WBLS(FM)	Urban contemp	3.8	4.0
WOR(AM)	Talk	4.5	4.0
WPAT-FM	Easy listening	5.0	4.0
WQHT(FM)	CHR	4.0	4.0
WNEW-FM	AOR	3.5	3.4
WCBS(AM)	News	2.7	3.4

2. Los Angeles

KOST(FM)	Soft contemp	5.6	6.4
KIS-AM-FM	CHR	6.2	6.1
KPWR(FM)	CHR	6.4	5.6
KABC(AM)	Talk	4.9	4.4
KLOS(FM)	AOR	4.6	3.8
KBIG(FM)	Soft contemp	4.0	3.6
KQLZ(FM)	Rock hit	2.7	3.6
KFWB(AM)	News	2.9	3.3
KWKW(AM)	Spanish	2.3	3.3
KROQ-FM	AOR	3.0	3.2

3. Chicago

WGN(AM)	MOR/talk	9.5	8.3
WGCI-FM	Urban contemp	7.4	7.2
WVAZ(FM)	Urban contemp	6.0	5.3
WBBM(AM)	News	4.8	4.5
WBBM-FM	CHR	3.8	4.4
WXEZ-AM-FM	Easy listening	5.2	4.2
WLUP-FM	Adult rock	4.8	4.0
WCKG(FM)	Classic rock	4.0	3.8
WTMX(FM)	Adult contemp	2.7	3.5
WUSN(FM)	Country	3.4	3.5

4. San Francisco

KGO(AM)	News/talk	8.3	7.4
KMEL(FM)	CHR	5.0	5.5
KOIT-AM-FM	Soft contemp	3.8	5.2

Station Format Winter '89 '90

KCBS(AM)	News/talk	4.6	4.9
KFRC(AM)	Classic MOR	3.7	4.2
KABL-AM-FM	Easy listening	5.0	3.8
KIOI(FM)	Adult contemp	3.6	3.7
KRQR(FM)	AOR	2.8	2.9
KKSF(FM)	Adult contemp	3.0	2.7
KSOL(FM)	Urban contemp	2.7	2.7
KXXX-FM	Adult contemp	2.8	2.7

5. Philadelphia

KYW(AM)	News	7.2	7.4
WMMR(FM)	AOR	8.1	6.9
WUSL(FM)	Urban contemp	7.1	6.7
WEAZ-FM	Easy listening	5.9	6.3
WYSP(FM)	Classic rock	4.5	6.2
WPEN(AM)	Nostalgia	5.3	6.0
WIOQ(FM)	CHR	3.1	5.9
WEGX(FM)	CHR	7.9	5.4
WKSZ(FM)	Soft contemp	4.9	4.5
WMGK(FM)	Nostalgia	4.3	4.5

6. Detroit

WJR(AM)	MOR/news/talk	9.6	7.9
WJLB(FM)	Urban contemp	6.9	7.3
WHYT(FM)	CHR	4.4	5.9
WWJ(AM)	News	4.6	5.8
WJOL(FM)	Easy listening	5.5	5.4
WWWW(FM)	Modern country	5.2	4.9
WKQI(FM)	CHR	4.0	4.4
WLTJ(FM)	Adult contemp	3.5	4.3
WNIC-FM	Adult contemp	4.0	4.3
WJZZ(FM)	Jazz	2.1	4.0

7. Dallas-Fort Worth

KSCS(FM)	Country	6.7	8.8
KVIL-AM-FM	Adult contemp	9.3	7.2
KKDA-FM	Urban contemp	8.5	6.3
KPLX(FM)	Country	6.6	5.6
KJMZ(FM)	Urban contemp	3.4	5.2
WBAP(AM)	Country	5.1	4.6
KHYI(FM)	CHR	4.8	4.5

Station Format Winter '89 '90

KRLD(AM)	News/sports	4.8	4.5
KTXQ(FM)	AOR	3.6	4.3
KEGL(FM)	CHR	4.5	4.2

8. Boston

WRKO(AM)	Talk	7.7	7.8
WBZ(AM)	Adult contemp	6.6	7.3
WZOU(FM)	CHR	5.7	7.1
WXKS-FM	CHR	7.1	5.9
WJIB(FM)	Easy listening	5.4	4.8
WBCN(FM)	AOR	5.1	4.6
WHDH(AM)	Adult contemp	4.4	4.6
WSSH-FM	Easy listening	4.3	4.3
WEEI(AM)	News	4.0	4.1
WMJX(FM)	Contemp hits	3.7	4.1
WODS(FM)	Oldies	4.7	4.1

9. Washington

WPGC-FM	CHR	5.7	7.4
WKYS(FM)	Urban contemp	4.6	7.0
WGAY(FM)	Easy listening	7.1	6.2
WMZQ-AM-FM	Country	6.2	5.8
WMAL(AM)	Variety	6.1	5.0
WASH(FM)	Adult contemp	4.5	4.5
WCXR(FM)	Classic rock	4.4	4.3
WAA(FM)	CHR	5.2	4.0
WHUR-FM	Urban contemp	4.8	3.9
WTOP(AM)	News	3.5	3.9

10. Houston-Galveston

KILT-FM	Country	6.4	8.6
KIKK-FM	Country	8.8	7.7
KMJQ(FM)	Urban contemp	8.8	7.7
KLOL(FM)	AOR	4.3	7.6
KODA(FM)	Adult spectrum	5.3	5.3
KLTR(FM)	Adult contemp	3.7	5.2
KTRH(AM)	News	6.0	5.1
KQUE(FM)	MOR	4.8	4.5
KKBQ-AM-FM	CHR	6.5	4.0
KRBE-FM	CHR	5.8	3.7